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### REMARKS

Claims 1-57 are pending. Claims 1, 2, 7, 8, 20, 21, 26, 27, 39, 40, 45 and 46 stand rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,108,637 to Blumenau ("Blumenau"). Claims 1-4, 6-17, 19-23, 25-36, 38-42, 44-55 and 57 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,999,912 to Wodarz et al. ("Wodarz") in view of Blumenau. Claims 5, 18, 24, 37, 43 and 56 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Wodarz in view of Blumenau and further in view of U.S. Patent No. 6,108,703 to Leighton et al. ("Leighton").

Applicants have amended independent Claims 1, 9, 13, 20, 28, 32, 39, 47 and 51, and have cancelled Claims 5, 14, 18, 24, 33, 37, 43, 52 and 56 to overcome the Final Action rejections and to advance prosecution of the present case. Attached hereto is a marked-up version of Claims 1, 9, 13, 20, 28, 32, 39, 47 and 51 indicating changes made thereto as indicated above. The attached pages are captioned "Version with Markings to Show Changes Made." Applicants respectfully submit that all claims are allowable for at least the reasons set forth below.

It is not believed that an extension of time is required. In the event, however, that an extension of time is necessary, such an extension is hereby petitioned under 37 C.F.R. §1.136(a). Any additional fees believed to be due in connection herewith are hereby authorized to be charged to our Deposit Account No. 50-0220.

### Anticipation Rejections Overcome:

Applicants' amended independent Claim 1 recites a method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, comprising:

- storing a record of the user request within a Web server log;
- generating the requested Web page, wherein the generated Web page includes a content object having a unique, *non-URL identifier* associated therewith, *wherein the unique, non-URL identifier is generated via a hashing function*;
- serving the generated Web page to the Web client; and
- appending the stored record of the user request with the unique, *non-URL identifier* associated with the content object included within the generated Web page.

Blumenau does not describe a content object having a unique, *non-URL*

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identifier associated therewith. Neither does Blumenau describe appending the stored record of a user request with a unique, *non-URL* identifier associated with the content object. Because Blumenau does not describe each and every element of independent Claim 1, Applicants respectfully submit that independent Claim 1, and all claims (Claims 2-4 and 6-8) dependent therefrom, are not anticipated by Blumenau. For similar reasons, Applicants respectfully submit that independent Claims 20 and 39, and corresponding dependent Claims 21-23, 25-27 and 40-42, 44-46 are not anticipated by Blumenau. As such, withdrawal of the rejections under 35 U.S.C. §102(e) is respectfully requested.

**Obviousness Rejections Overcome:**

To establish a *prima facie* case of obviousness, the prior art reference, or references when combined, must teach or suggest *all* the recitations of the claims, and there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. M.P.E.P. § 2143. The mere fact that references can be combined or modified does not render the resultant combination obvious unless the prior art also *suggests the desirability* of the combination. M.P.E.P. § 2143.01, citing *In re Mills*, 916 F.2d 680, 16 U.S.P.Q.2d 1430 (Fed. Cir. 1990).

As recently emphasized by the Court of Appeals for the Federal Circuit, to support combining references, evidence of a suggestion, teaching, or motivation to combine must be *clear and particular*, and this requirement for clear and particular evidence is not met by broad and conclusory statements about the teachings of references. *In re Dembiczak*, 50 U.S.P.Q.2d 1614, 1617 (Fed. Cir. 1999). In an even more recent decision, the Court of Appeals for the Federal Circuit has stated that, to support combining or modifying references, there must be particular evidence from the prior art as to the *reason* the skilled artisan, with no knowledge of the claimed invention, **would have selected these components for combination in the manner claimed.** *In re Kotzab*, 55 U.S.P.Q.2d 1313, 1317 (Fed. Cir. 2000).

Neither the primary reference, Wodarz, nor the secondary reference, Blumenau, teaches or suggests *all* of the recitations of independent Claim 1 as required by the

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Federal Circuit. Specifically, neither Wodarz nor Blumenau, alone or in combination, teaches or suggests generating a Web page that "includes a content object having a unique, *non-URL identifier* associated therewith, *wherein the unique, non-URL identifier is generated via a hashing function.*" In addition, neither Wodarz nor Blumenau, alone or in combination, teaches or suggests appending a stored record of a user request with a "unique, *non-URL identifier* associated with the content object."

Moreover, nothing in either reference provides clear and particular evidence of a suggestion or motivation to modify either Blumenau or Wodarz to utilize unique, *non-URL identifiers* for web page content objects. Accordingly, because neither Wodarz nor Blumenau describe all of the elements of Applicants' independent Claim 1 and because neither Wodarz nor Blumenau contains clear and particular evidence of a suggestion or motivation to modify Wodarz to utilize unique, non-URL identifiers, independent Claim 1 and all claims dependent therefrom (Claims 2-4 and 6-8) are patentable over Wodarz and Blumenau, alone or in combination. For at least the same reasons, independent Claims 9, 13, 20, 28, 32, 39, 47 and 51 and all claims depending therefrom (10-12; 15-17 and 19; 21-23 and 25-27; 29-31; 34-36 and 38; 40-42 and 44-46; 48-50; 53-55 and 57) are patentable. As such, withdrawal of the present rejections under 35 U.S.C. §103 is respectfully requested.

#### Conclusion

In view of the above amendments and arguments, it is respectfully submitted that this application is in condition for allowance, which action is respectfully requested.

Respectfully submitted,



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**CERTIFICATION OF FACSIMILE TRANSMISSION  
UNDER 37 CFR 1.8**

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office via facsimile number 703/746-7238.

Vickie Diane Prior

Vickie Diane Prior

Date of Signature: May 23, 2002

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**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**In the Claims:**

Claims 1, 9, 13, 20, 28, 32, 39, 47 and 51 have been amended as follows:

1. (Amended) A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes a content object having a unique, non-URL identifier associated therewith, wherein the unique, non-URL identifier is generated via a hashing function;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.

9. (Amended) A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique, non-URL first and second identifiers associated therewith, wherein the unique, non-URL first and second identifiers are generated via a hashing function, comprising the steps of:

retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

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retrieving the first and second content objects; and  
combining the first and second content objects and the layout template  
to produce the requested Web page;  
serving the generated Web page to the Web client; and  
appending the stored record of the user request with the first and second  
unique, non-URL identifiers associated with the first and second content objects included  
within the generated Web page.

13. (Amended) A method of collecting information about the preferences  
of Web site visitors comprising the step of:

associating dynamically generated Web page content with a user who requests  
a Web page from a Web server via a Web client in communication with the Web server,  
comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes  
a content object having a unique, non-URL identifier associated therewith, wherein the  
unique, non-URL identifier is generated via a hashing function;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the unique, non-URL  
identifier associated with the content object included within the generated Web page.

20. (Amended) A system for associating dynamically generated Web page  
content with a user who requests a Web page from a Web server, wherein the user makes the  
Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web  
page includes a content object having a unique, non-URL identifier associated therewith,  
wherein the unique, non-URL identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

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means for appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.

28. (Amended) A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique, non-URL first and second identifiers associated therewith, wherein the unique, non-URL first and second identifiers are generated via a hashing function, comprising:

means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

means for retrieving the first and second content objects; and

means for combining the first and second content objects and the layout template to produce the requested Web page;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the first and second unique, non-URL identifiers associated with the first and second content objects included within the generated Web page.

32. (Amended) A system for collecting information about the preferences of Web site visitors comprising:

means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

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means for generating the requested Web page, wherein the generated Web page includes a content object having a unique, non-URL identifier associated therewith, wherein the unique, non-URL identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.

39. (Amended) A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique, non-URL identifier associated therewith, wherein the unique, non-URL identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.

47. (Amended) A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the



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Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique, non-URL first and second identifiers associated therewith, wherein the unique, non-URL first and second identifiers are generated via a hashing function, comprising:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the first and second content objects; and

computer readable program code means for combining the first and second content objects and the layout template to produce the requested Web page;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique, non-URL first and second identifiers associated with the first and second content objects included within the generated Web page.

51. (Amended) A computer program product for collecting information about the preferences of Web site visitors, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

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computer readable program code means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique, non-URL identifier associated therewith, wherein the unique, non-URL identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique, non-URL identifier associated with the content object included within the generated Web page.